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January 1984

Monthly Survey of LIFE INSURANCE SALES IN THE UNITED STATES AND CANADA

Comparisons with Previous Year

	ANNUALIZED PREMIUM		FACE AMOUNT		NUMBER OF POLICIES	
	Current month	Year to date	Current month	Year to date	Current month	Year to date
UNITED STATES						
All ordinary business	125%	125%	117%	117%	99%	99%
Ordinary companies and departments	130%	130%	119%	119%	105%	105%
Combination companies and departments	107%	107%	108%	108%	93%	93%
Group	—	—	74%	74%	80%	80%
CANADA						
All ordinary business	111%	111%	112%	112%	103%	103%
Group	—	—	26%	26%	111%	111%

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are shown.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (e.g., annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 137 companies—and their 38 subsidiary companies—operating in the United States and 37 companies plus two subsidiaries operating in Canada. The United States contributors represent 62 percent of the preliminary 1982 United States ordinary volume and 58 percent of the ordinary policies sold; the Canadian contributors represent 68 percent of the preliminary 1982 Canadian ordinary volume, and 66 percent of the policies. Since no industry data are available on total annualized new ordinary premiums, the proportion of the premium total of each country represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

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Also shown are group sales volume and master policies under new or amended contracts. These results are based on the experience of 55 companies plus four subsidiaries operating in the United States and 20 companies operating in Canada. The United States contributors represent 66 percent of the preliminary 1982 United States volume of new or amended group contracts; the Canadian contributors represent 69 percent of the preliminary 1982 Canadian volume of new or amended group contracts.

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1983. The in force categories and, in parentheses, the number of contributing companies or departments in each:

UNITED STATES

Ordinary companies or departments

Group 1—$14 billion or more (25)
Group 2—$7 billion to $14 billion (20)
Group 3—$4 billion to $7 billion (21)
Group 4—$2 billion to $4 billion (20)
Group 5—$1 billion to $2 billion (19)
Group 6—Less than $1 billion (22)

Combination companies or departments

Group 7—$25 billion or more (2)
Group 8—$8 billion to $25 billion (4)
Group 9—Less than $8 billion (15)

CANADA

Group 1—$4 billion or more (14)
Group 2—$1 billion to $4 billion (16)
Group 3—Less than $1 billion (7)

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UNITED STATES

Ordinary Sales Results of 137 Companies

	ANNUALIZED PREMIUM (in thousands)			FACE AMOUNT (in thousands)			NUMBER OF POLICIES			PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY			
	1983	1984	1984 1983	1983	1984	1984 1983	1983	1984	1984 1983	1983	1984	1984 1983	1983	1984	1984 1983	1983	1984	1984 1983	
January	$ 295,052	$ 369,121	125%	$ 30,407,163	$ 35,591,526	117%	691,447	686,629	99%	$ 9.70	$10.37	107%	$43,976	$51,835	118%	$427	$538	126%	January
February	297,577			31,806,335			760,212			9.36			41,839			391			February
March	367,331			38,937,858			899,508			9.43			43,288			408			March
April	352,646			37,539,381			856,882			9.39			43,809			412			April
May	348,986			37,223,965			828,271			9.38			44,942			421			May
June	375,568			39,937,517			849,248			9.40			47,027			442			June
July	333,938			34,468,621			737,063			9.69			46,765			453			July
August	358,196			38,055,883			808,425			9.41			47,074			443			August
September	360,069			37,157,440			808,008			9.69			45,986			446			September
October	382,237			38,344,928			834,190			9.97			45,967			458			October
November	397,545			39,497,215			822,935			10.07			47,996			483			November
December	542,060			49,424,982			938,677			10.97			52,654			577			December
Year total	$4,411,205			$452,801,288			9,834,866			$ 9.74			$46,040			$449			**Year total**
Year to date	$ 295,052	$ 369,121	125%	$ 30,407,163	$ 35,591,526	117%	691,447	686,629	99%	$ 9.70	$10.37	107%	$43,976	$51,835	118%	$427	$538	126%	**Year to date**

116 Ordinary Companies and 11 Ordinary Departments of Combination Companies

Total group																		**Total group**
Month	$ 232,705	$ 303,245	130%	$ 26,278,585	$ 31,150,854	119%	402,095	424,131	105%	$ 8.86	$ 9.73	110%	$65,354	$73,446	112%	$579	$715	123%	**Month**
Year to date	$ 232,705	$ 303,245	130%	$ 26,278,585	$ 31,150,854	119%	402,095	424,131	105%	$ 8.86	$ 9.73	110%	$65,354	$73,446	112%	$579	$715	123%	**Year to date**
Group 1—Month	$ 152,035	$ 192,743	127%	$ 17,367,897	$ 19,963,911	115%	269,335	275,526	102%	$ 8.75	$ 9.65	110%	$64,484	$72,457	112%	$564	$700	124%	Group 1—Month
Year to date	$ 152,035	$ 192,743	127%	$ 17,367,897	$ 19,963,911	115%	269,335	275,526	102%	$ 8.75	$ 9.65	110%	$64,484	$72,457	112%	$564	$700	124%	Year to date
Group 2—Month	$ 38,629	$ 54,456	141%	$ 4,360,629	$ 5,395,350	124%	56,156	62,709	112%	$ 8.86	$10.09	114%	$77,652	$86,038	111%	$688	$868	126%	Group 2—Month
Year to date	$ 38,629	$ 54,456	141%	$ 4,360,629	$ 5,395,350	124%	56,156	62,709	112%	$ 8.86	$10.09	114%	$77,652	$86,038	111%	$688	$868	126%	Year to date
Group 3—Month	$ 22,788	$ 29,965	131%	$ 2,503,962	$ 2,991,066	119%	41,155	45,427	110%	$ 9.10	$10.02	110%	$60,842	$65,843	108%	$554	$660	119%	Group 3—Month
Year to date	$ 22,788	$ 29,965	131%	$ 2,503,962	$ 2,991,066	119%	41,155	45,427	110%	$ 9.10	$10.02	110%	$60,842	$65,843	108%	$554	$660	119%	Year to date
Group 4—Month	$ 10,674	$ 16,359	153%	$ 1,093,022	$ 1,697,818	155%	17,416	20,347	117%	$ 9.77	$ 9.64	99%	$62,760	$83,443	133%	$613	$804	131%	Group 4—Month
Year to date	$ 10,674	$ 16,359	153%	$ 1,093,022	$ 1,697,818	155%	17,416	20,347	117%	$ 9.77	$ 9.64	99%	$62,760	$83,443	133%	$613	$804	131%	Year to date
Group 5—Month	$ 6,353	$ 7,061	111%	$ 695,578	$ 804,537	116%	12,092	13,214	109%	$ 9.13	$ 8.78	96%	$57,524	$60,885	106%	$525	$534	102%	Group 5—Month
Year to date	$ 6,353	$ 7,061	111%	$ 695,578	$ 804,537	116%	12,092	13,214	109%	$ 9.13	$ 8.78	96%	$57,524	$60,885	106%	$525	$534	102%	Year to date
Group 6—Month	$ 2,226	$ 2,661	120%	$ 257,497	$ 298,172	116%	5,941	6,908	116%	$ 8.64	$ 8.92	103%	$43,342	$43,163	100%	$375	$385	103%	Group 6—Month
Year to date	$ 2,226	$ 2,661	120%	$ 257,497	$ 298,172	116%	5,941	6,908	116%	$ 8.64	$ 8.92	103%	$43,342	$43,163	100%	$375	$385	103%	Year to date

21 Combination Companies and Departments

Excluding weekly premium ordinary

Total group																		**Total group**
Month	$ 59,852	$ 63,997	107%	$ 4,072,860	$ 4,397,955	108%	265,472	246,743	93%	$14.70	$14.55	99%	$15,342	$17,824	116%	$225	$259	115%	**Month**
Year to date	$ 59,852	$ 63,997	107%	$ 4,072,860	$ 4,397,955	108%	265,472	246,743	93%	$14.70	$14.55	99%	$15,342	$17,824	116%	$225	$259	115%	**Year to date**
Group 7—Month	$ 27,712	$ 31,144	112%	$ 1,929,035	$ 2,158,384	112%	86,748	84,662	98%	$14.37	$14.43	100%	$22,237	$25,494	115%	$319	$368	115%	Group 7—Month
Year to date	$ 27,712	$ 31,144	112%	$ 1,929,035	$ 2,158,384	112%	86,748	84,662	98%	$14.37	$14.43	100%	$22,237	$25,494	115%	$319	$368	115%	Year to date
Group 8—Month	$ 16,687	$ 18,012	108%	$ 1,110,677	$ 1,179,537	106%	85,355	78,212	92%	$15.02	$15.27	102%	$13,012	$15,081	116%	$196	$230	117%	Group 8—Month
Year to date	$ 16,687	$ 18,012	108%	$ 1,110,677	$ 1,179,537	106%	85,355	78,212	92%	$15.02	$15.27	102%	$13,012	$15,081	116%	$196	$230	117%	Year to date
Group 9—Month	$ 15,453	$ 14,841	96%	$ 1,033,148	$ 1,060,034	103%	93,369	83,869	90%	$14.96	$14.00	94%	$11,065	$12,639	114%	$166	$177	107%	Group 9—Month
Year to date	$ 15,453	$ 14,841	96%	$ 1,033,148	$ 1,060,034	103%	93,369	83,869	90%	$14.96	$14.00	94%	$11,065	$12,639	114%	$166	$177	107%	Year to date

Weekly premium ordinary

Month	$ 2,495	$ 1,879	75%	$ 55,718	$ 42,717	77%	23,880	15,755	66%	$44.78	$43.99	98%	$ 2,333	$ 2,711	116%	$104	$119	114%	**Month**
Year to date	$ 2,495	$ 1,879	75%	$ 55,718	$ 42,717	77%	23,880	15,755	66%	$44.78	$43.99	98%	$ 2,333	$ 2,711	116%	$104	$119	114%	**Year to date**

Universal Life Sales of U.S. Contributors

Universal Life as a Percent of All Ordinary Sales

	ANNUALIZED PREMIUM (in thousands)		FACE AMOUNT (in thousands)		NUMBER OF POLICIES	
	1983	1984	1983	1984	1983	1984
January	13%	26%	11%	22%	6%	15%
February	14		12		6	
March	15		11		7	
April	16		13		8	
May	15		13		8	
June	16		13		9	
July	18		15		10	
August	19		16		10	
September	21		17		10	
October	22		18		12	
November	23		20		13	
December	22		20		13	
Year total	18		15		9	
Year to date	13%	26%	11%	22%	6%	15%

Policy Characteristics

	PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY		
	1983	1984	1984/1983	1983	1984	1984/1983	1983	1984	1984/1983
January	$11.39	$12.35	108%	$76,272	$76,512	100%	$869	$945	109%
February	11.07			75,397			834		
March	11.99			73,237			878		
April	11.52			72,610			836		
May	11.23			72,368			812		
June	11.42			73,521			839		
July	11.57			72,567			839		
August	11.24			72,127			811		
September	11.95			73,635			880		
October	12.20			72,808			888		
November	11.94			74,646			891		
December	12.00			81,617			979		
Year total	$11.70			$74,526			$872		
Year to date	$11.39	$12.35	108%	$76,272	$76,512	100%	$869	$945	109%

Interest Rates Quoted

	This Month	Last Month
Range	8.7%*—12.0%	8.8%*—12.0%
Range of middle 50%	10.0%—11.0%	10.0%—11.0%
Median	10.5%	10.5%
Number of companies reporting rates	59	59
Number of plans reported	92	90

*Average monthly Treasury Bill rate

Number of Contributors Reporting Universal Life Sales:

This month: 95
Last month: 95

GROUP SALES RESULTS

United States

	Face Amount (in millions) for 55 Companies			Number of New Master Policies for 44 Companies		
	1983	1984	1984/1983	1983	1984	1984/1983
January	$ 14,708	$10,948	74%	4,700	3,744	80%
February	9,734			4,500		
March	12,539			5,565		
April	13,757			5,455		
May	13,002			5,473		
June	12,994			5,160		
July	9,869			4,630		
August	11,019			5,272		
September	14,339			5,177		
October	12,728			6,379		
November	10,164			5,337		
December	39,090			5,950		
Year total	$173,943			63,598		
Year to date	$ 14,708	$10,948	74%	4,700	3,744	80%

Canada

	Face Amount (in thousands) for 20 Companies			Number of New Master Policies for 17 Companies		
	1983	1984	1984/1983	1983	1984	1984/1983
January	$ 3,423,428*	$904,469	26%	691	765	111%
February	1,121,703			705		
March	2,170,325			825		
April	933,019			636		
May	1,470,999			976		
June	1,114,712			979		
July	1,879,091			853		
August	4,903,758			770		
September	1,323,648			808		
October	1,388,832			781		
November	1,727,120			812		
December	2,505,904			843		
Year total	$23,962,539			9,679		
Year to date	$ 3,423,428	$904,469	26%	691	765	111%

*Includes two large cases totaling $2,354 million

CANADA

Ordinary Sales Results of 37 Companies

	ANNUALIZED PREMIUM (in thousands)			FACE AMOUNT (in thousands)			NUMBER OF POLICIES		
	1983	1984	1984/1983	1983	1984	1984/1983	1983	1984	1984/1983
January	$ 21,958	$ 24,359	111%	$ 3,053,644	$ 3,435,192	112%	53,940	55,374	103%
February	28,597			3,809,678			72,051		
March	30,713			4,456,884			76,949		
April	27,285			3,721,121			69,696		
May	29,393			4,098,686			74,815		
June	34,419			4,720,526			82,993		
July	28,383			3,780,644			66,675		
August	26,541			3,602,453			63,117		
September	30,719			4,218,111			78,302		
October	32,901			4,427,052			80,550		
November	36,125			4,852,909			86,239		
December	35,466			4,674,895			74,305		
Year total	$362,500			$49,116,603			879,632		
Year to date	$ 21,958	$ 24,359	111%	$ 3,053,644	$ 3,435,192	112%	53,940	55,374	103%
Group 1—Month	$ 15,696	$ 16,534	105%	$ 2,077,167	$ 2,228,573	107%	39,489	39,250	99%
Year to date	$ 15,696	$ 16,534	105%	$ 2,077,167	$ 2,228,573	107%	39,489	39,250	99%
Group 2—Month	$ 5,632	$ 6,799	121%	$ 841,488	$ 1,025,492	122%	12,623	14,005	111%
Year to date	$ 5,632	$ 6,799	121%	$ 841,488	$ 1,025,492	122%	12,623	14,005	111%
Group 3—Month	$ 630	$ 1,026	163%	$ 134,989	$ 181,127	134%	1,828	2,119	116%
Year to date	$ 630	$ 1,026	163%	$ 134,989	$ 181,127	134%	1,828	2,119	116%

	PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY		
	1983	1984	1984/1983	1983	1984	1984/1983	1983	1984	1984/1983
January	$ 7.19	$ 7.09	99%	$56,612	$62,036	110%	$407	$440	108%
February	7.51			52,875			397		
March	7.39			54,021			399		
April	7.33			53,391			391		
May	7.17			54,784			393		
June	7.29			56,879			415		
July	7.51			56,703			426		
August	7.37			57,076			421		
September	7.28			53,870			392		
October	7.43			54,960			408		
November	7.44			56,273			419		
December	7.59			62,915			477		
Year total	$ 7.38			$55,838			$412		
Year to date	$ 7.19	$ 7.09	99%	$56,612	$62,036	110%	$407	$440	108%
Group 1—Month	$ 7.56	$ 7.42	98%	$52,601	$56,779	108%	$397	$421	106%
Year to date	$ 7.56	$ 7.42	98%	$52,601	$56,779	108%	$397	$421	106%
Group 2—Month	$ 6.69	$ 6.63	99%	$66,663	$73,223	110%	$446	$485	109%
Year to date	$ 6.69	$ 6.63	99%	$66,663	$73,223	110%	$446	$485	109%
Group 3—Month	$ 4.67	$ 5.66	121%	$73,845	$85,478	116%	$345	$484	140%
Year to date	$ 4.67	$ 5.66	121%	$73,845	$85,478	116%	$345	$484	140%

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January 1984

Supplement to Monthly Survey of

LIFE INSURANCE SALES IN THE UNITED STATES AND CANADA

1984 CONTRIBUTORS

United States

Ordinary Companies or Departments

GROUP I

Ætna Life & Casualty*
Aid Association for Lutherans
Allstate Life (Illinois)
Bankers Life (Iowa)*
Connecticut General Life*
Connecticut Mutual Life
Equitable Life of the United States*
(includes Equitable Variable Life)
Farmers New World Life
Franklin Life
John Hancock Mutual Life*
(includes John Hancock Variable Life)
Lincoln National Life*
(includes First Penn-Pacific Life)
Massachusetts Mutual Life
Metropolitan Life*
(includes Metropolitan Insurance and Annuity and Metropolitan Tower Life)
Mutual Benefit Life*
(includes MBL Life)
Mutual Of New York
(includes MONY Life of America)
New England Life
(includes New England Life Variable Life and Covenant Life)
New York Life*
(includes New York Life and Annuity)
Northwestern Mutual Life
Penn Mutual
(includes Penn Insurance and Annuity and Penn Republic Life)
Phoenix Mutual Life
Prudential of America*
Security-Connecticut Life
State Farm Life
Transamerica Occidental Life*
(includes Transamerica Assurance)
Travelers*

GROUP II

American-Amicable Life
(includes Pioneer American)
Crown Life
General American Life*
Guardian Life of America
Home Life (New York)*
IDS Life (Minnesota)*
Manufacturers Life
Midland National Life
Minnesota Mutual Life*
National Life (Vermont)
Nationwide Life
Northwestern National Life*
(includes Northern Life [Washington] and North Atlantic Life*)
Provident Life and Accident*
Provident Mutual Life of Philadelphia*
Southern Farm Bureau Life
(includes Florida Farm Bureau Life)
Southwestern Life
State Mutual Life of America*
(includes SMA Life)
United Investors Life
United of Omaha Life*
USAA Life

GROUP III

Acacia Group
American National Insurance*
Bankers Life and Casualty (Illinois)*
Business Men's Assurance*
(includes Assurance Life)
Cal-Western Life*
Central Life (Iowa)
Columbus Mutual Life
Country Life
(includes Mid-America Investors Life)
E. F. Hutton Life
Equitable Life of Iowa
(includes Equitable American Life)
Great Southern Life*
Great-West Life*
The Hartford
Indianapolis Life
(includes Indianapolis Life Pension and Insurance)
Integon Life
Jefferson Standard
Kansas City Life
Life of Virginia*
Lutheran Mutual Life
(includes Century Life [Iowa])
Ohio National Life Companies
Sun Life of Canada (Canada)*
(includes Sun Life of Canada [U.S.])

GROUP IV

American General Life (Texas)
American General Life of Delaware
American Mutual Life
American United Life*
Bankers Life Nebraska*
Berkshire Life
Confederation Life*
Guarantee Mutual Life (Nebraska)
Investors Guaranty Life
Jefferson National Life
Lafayette Life*
Liberty Life (South Carolina)*
Monarch Life (Massachusetts)*
Pan-American Life Insurance Company*
(includes Pan-American Assurance Company)
Paul Revere Companies*
Security Mutual Life of New York
Sentry Life (Wisconsin)
Southland Life
Union Central Life*
Union Mutual Life
(includes Unionmutual Stock Life and Unionmutual Stock Life of New York)

GROUP V

Canada Life Companies*
Commercial Union Life of America
Continental American Life
Federated Guaranty Life
Government Personnel Mutual Life
Kansas Farm Life
Lamar Life
Midland Mutual Life
Midwestern United Life
Mutual Security Life*
Mutual Trust Life
National Guardian Life*
North American Life and Casualty
Reserve Life
Security Mutual Life (Nebraska)*
Shelter Life*
State Farm Life and Accident
Volunteer State Life
Western States Life

GROUP VI

American General Life of Oklahoma
American Life of New York
Argus Life
Assumption Mutual Life
Boston Mutual Life*
Commonwealth Life*
Cotton States Life and Health
Dominion Life
Durham Life
Employers Life of Wausau*
Farmers and Traders Life
Harleysville Life
Life of Cincinnati
Mutual Service Life*
National Reserve Life
North Central Life
Old Faithful Life
Pioneer Mutual Life
Southern Life
Springfield Life*
State Reserve Life
Tennessee Farmers Life

Combination Companies or Departments

GROUP VII

John Hancock Mutual Life
(includes John Hancock Variable Life)
Prudential of America

GROUP VIII

American National Insurance
Liberty National Life
National Life and Accident*
Western-Southern Life
(includes Western-Southern Life Assurance)

GROUP IX

American General Life of Delaware
American General Life of Oklahoma
Boston Mutual Life
Commonwealth Life
Commonwealth Life & Accident
Durham Life
Home Beneficial Life
Home Security Life (North Carolina)
Liberty Life (South Carolina)
Life and Casualty
Life of Georgia*
Southern Life
Southland Life
United Family Life
United of America

Canada

GROUP I

Canada Life*
Confederation Life*
Crown Life
Excelsior Life
Great-West Life*
London Life*
Manufacturers Life
Metropolitan Life*
Mutual Life of Canada*
North American Life (Canada)
(includes Monarch Life [Canada])
Prudential (England)*
Prudential of America*
Sun Life of Canada*
Transamerica Occidental Life*
(includes Transamerica Life of Canada)

GROUP II

Alliance Mutuelle*
Allstate Life of Canada
L'Assurance-Vie Desjardins
Commercial Union (Canada)
Co-operators Life
Dominion Life
Equitable Life of Canada
Fidelity Life (Canada)
Imperial Life of Canada*
National Life of Canada*
New York Life*
Northern Life of Canada
Royal (Canada)
La Sauvegarde*
La Solidarite
Zurich Life of Canada

GROUP III

Assumption Mutual Life
Financial Life of Canada
MONY Life of Canada
Paul Revere Life*
State Farm Life
Travelers Life of Canada*
L'Union-Vie

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1983. The in force categories and, in parentheses, the number of contributing companies or departments in each:

UNITED STATES

Ordinary companies or departments

Group 1—$15 billion or more (25)
Group 2—$7 billion to $15 billion (20)
Group 3—$4 billion to $7 billion (21)
Group 4—$2 billion to $4 billion (20)
Group 5—$1 billion to $2 billion (19)
Group 6—Less than $1 billion (22)

Combination companies or departments

Group 7—$25 billion or more (2)
Group 8—$8 billion to $25 billion (4)
Group 9—Less than $8 billion (15)

CANADA

Group 1—$4 billion or more (14)
Group 2—$1 billion to $4 billion (16)
Group 3—Less than $1 billion (7)

*Company contributes both ordinary and group data.

Companies contributing group data only: U.S.—Pacific Mutual Life, Security Life of Denver, Shenandoah Life, Standard (Oregon), and Washington National; Canada—Aeterna-Vie, Ætna Life, and Industrial Life (Canada).